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GLENDALÉ SEES RECORD-BREAKING NUMBERS IN HOTEL OCCUPANCY, SPRING TRAINING ATTENDANCE NUMBERS

Glendale, Ariz. — Spring training fans and convention travelers came to Glendale in record numbers in February, leading to an increase in hotel occupancy of 18.5 percent. Hoteliers reported that the occupancy for the entire month of February was at 75.4 percent and the average daily rate experienced a 1.4 percent increase from the previous year.

Officials and fans alike welcomed the Chicago White Sox and Los Angeles Dodgers back to Camelback Ranch-Glendale for their fifth spring training season at the Cactus League's largest campus on Feb. 12, an earlier than usual start due to the mid-March World Baseball Classic.

Attendance milestones also contributed to attracting thousands of people to Glendale and the West Valley. On Saturday, March 23, the White Sox-Dodgers game set the Cactus League single-game attendance record of 13,712. Despite two rainouts, 224,189 fans attended games at Camelback Ranch- Glendale, an increase of 1.2 percent from the previous year.

"The Glendale Convention & Visitors Bureau has enhanced its marketing and advertising efforts in target markets, including southern California and the Midwest, in preparation of all the spring activities, sporting events and convention business," said Lorraine Pino, Glendale CVB Manager. "We constantly seek creative ways to reach out to our key markets such as creating 100,000 coffee sleeves that tout our relaxing environment and warm temperatures and then distributing them in the busiest regions of Los Angeles and Chicago in the cold winter months. We have also greatly expanded our advertising campaigns through Cactus League newspaper inserts and cooperative advertising opportunities with Arizona Office of Tourism."

For more information about upcoming events and activities, call 623-930-4500 or like us on facebook.com/GlendaleCVB. You can also stay in touch and up to date on travel tips, events and discounts at www.VisitGlendale.com or by following @GlendaleCVB on Twitter.

About the CVB

The Glendale CVB markets the West Valley as a preferred year-round destination for visitors, conventions, meetings and major events, producing a positive economic impact and increasing leisure and business travel in the region.

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